ACT

ALUMNI CONSULTING TEAM

May 16, 1991

To: The Point Foundation
From: ACT Point Foundation Project
Subject: Customer Profile Meetings

Introduction:
The ACT project team assigned to the Point Foundation is currently developing a work plan to outline specific objectives for the project and indicate how the team proposes to go about this activity. The plan will be reviewed with Point at an early stage for concurrence and to validate that it is consistent with your expectations and requirements.

In parallel with developing the plan, we would also like to get to work on what we think will be an important of the project: understanding how WER might increase its impact in the world and, in the process, grow to revenues of several million dollars per year. To help you answer that question, we need to know more about your readers and how you might be able economically to reach more of them. One way to understand how to do that is to combine everything you know about your readers with whatever circulation strategies have and haven't worked for you in the past and come up with ways to build upon proven successes.

Needed Data
We'd like you to gather together as much information as possible on two areas in preparation for a meeting at your offices. These areas are a) WER Subscriber Demographics and b) Circulation Statistics. A laundry list of the desired data in each category is given in the attached tables. We'd then like you to review the numbers with us and use them as a basis for better understanding who your reader and why he or she subscribes to WER.

Meetings
We would like to meet with the appropriate person(s) to review the reader demographics, and to review the circulation information. We would also like to interview the Editor, the Circ Manager, and the Publisher for further insight and information. For instance, we'd like to discuss what could be learned about potential readers from looking at who has been renting you mailing list and letters to the editor.

ACT Project Contacts:
The ACT Project Coordinator and the subset of the team who will be working with you on the parts of the project discussed here are:

		Tel.	Fax
Charles Cagnon	Project Coordinator	394-3782	391-6714
Sparkey Campanella	Team Member	771-0900	441-3730
Jim Gregory	Team Member	332-2555	332-4010
Jack Ladd	Team Member	921-1001	921-3211

We are all looking forward to working with you and will be in touch shortly to schedule the first meeting.

Graduate School of Business ● Stanford University ● Stanford CA 94305-5015 ● Phone 415/327-6306 Fax 415/327-7420

CIRCULATION DATA	1990/91	1989/90	1988/89
Subscriptions			
Subscription Prices			
Total Paid Subscriptions at the End of Each Year			
Number of Special Subscribers (Retaining, Sustaining, etc.) at the End of Each Year			
Conversion Rate (i.e. first year)			
Renewal Rate (i.e. later years)			
Pay-up Rate			
Expired Inventory			
Average Term			
Frequency of Publication			
Newsstand Sales			
Cover Price			
Total newsstand copies sold per year broken down between aggregate national and aggregate local distributors			
Newsstand Conversion Rate			
Newsstand sell-thru percentages, broken down as above			
Geographic Distribution of Newsstand Sales:			
% S.F. Bay Area			
% Northern California			
% Rest of California			
% Rest of West			
% Mid West			
% South			
% East			
New Subscribers			
Break-down of sources of new subscribers (i.e. conferences, WELL, newsstand, gift subscriptions, catalog agents, insert cards, white mail, exchange space, sister associations, direct mail etc.)			
Renewals			
Pay-up on renewal subscriptions			
Average number of renewal efforts mailed			

WER SUBSCRIBER DEMOGRAPHICS	1990/91	1989/90	1988/89
Number			
Age Distribution:			
% 16 or younger			
% 17-24			
% 25-35			
% 35-50			
% 51 or older			
Sex:			
% Female			
% Male			
Educational Level:			
% High School			
% College			
% Graduate School			
Location Distribution:			
% S.F. Bay Area			
% Northern California			
% Rest of California			
% Rest of West			
% Mid West			
% South			
% East			
Average Annual Household Income:			
% Less than $20,000			
% $20,000-$35,000			
% $35,000-$50,000			
% $50,000 -$75,000			
% over $75,000			
Subscriber Household Composition			
Marital Status: % Married			
Average Household Size			
% with Children			
Average Age of Children			
Occupation			
Average % Owning Own Home			
Years a Customer/Subscriber			
Other Point Product Used by WER Subscriber			
% WELL:			
% WESP: ?			
Political Orientation:			
% Conservative			
% Liberal			
% with Personal Computer			

Institutional Subs

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WER SUBSCRIBER DEMOGRAPHICS (continued)	1990/91	1989/90	1988/89
Subscribes to what other Publications			
% *Utne Reader*			
% *Mother Jones*			
% *Scientific American*			
% *Popular Science*			
% *Byte*			
% Other			
Average Number of Readers per Copy			
How long are Copies Saved			
Average Time Spent on each Issue			
Favorite Topics in WER			
% Conservation			
% Self Reliance			
% Science/Technology			
% Self-improvement			
% Outdoor Activities			
% Politics/Public Policy			
% Literary/Poetry			
% Whole Systems			
% Health			
% Family/Children's Issues			
Readers Overall Evaluation of WER			
% Excellent, One of the Best Magazines			
% Quite Good but could be Improved			
% Fair but Needs Major Overhaul			
% Not Great, May Drop Subscription			

Nothing Avail